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PrettyLittleThing Case Study

PrettyLittleThing achieved a 1,397% increase in product visibility by optimizing Google Shopping feeds and scaling campaigns across multiple regions, resulting in significant growth in impressions and clicks.
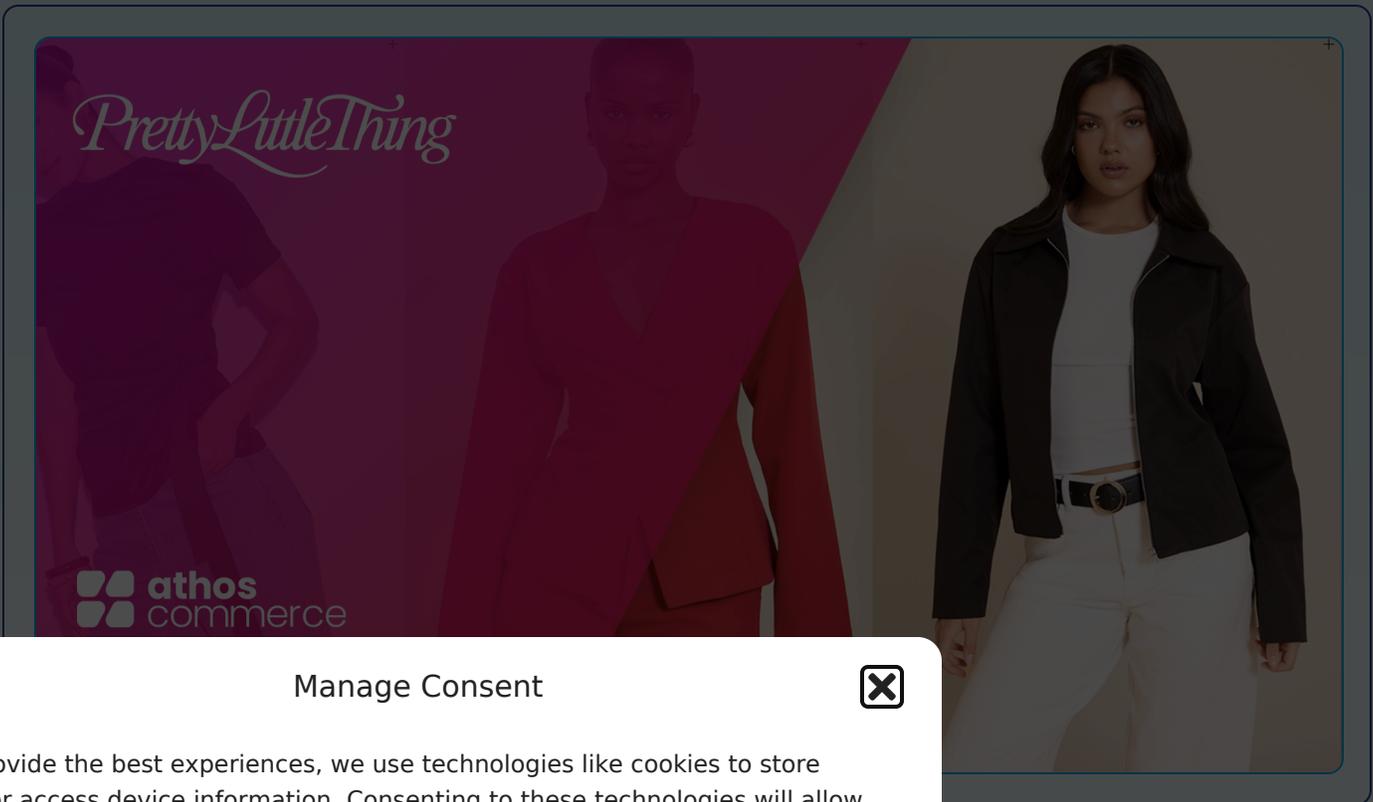
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1,397%

increase in product visibility

1,139%

uplift in shopper engagement

> We're really pleased with the results of this test, particularly in France where we saw a nearly 1,400% uplift in impressions. We validated the increase in impressions and clicks from this test by comparing the results to overall account performance for that period, and the uplift on the SKUs that were a part of this test was significantly higher than the overall account.

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trend-led styles at
every body and every

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PrettyLittleThing delivers fast fashion with global appeal.

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When the Barbie movie premiere generated global buzz, PrettyLittleThing's team noticed a

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With over 300 products needing optimization, the team had to identify relevant SKUs, enhance product titles and descriptions with Barbie-themed keywords, and time campaign activation precisely across six international markets. Manually updating listings would have been inefficient and error-prone, especially without the ability to test changes or automate feed scheduling.

PrettyLittleThing needed a way to launch a highly targeted campaign while ensuring optimized visibility in key channels like Google Shopping. They also needed the ability to automate campaign rollbacks once the promotional window closed, avoiding long-term impact on product data.

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To meet the tight campaign window, PrettyLittleThing turned to Athos Commerce to

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Using built-in A/B testing functionality, PrettyLittleThing was able to validate feed changes before rolling them out across markets. This ensured optimized visibility without compromising accuracy or relevance. The platform also allowed for multivariate testing to compare different optimization strategies and measure performance uplift across SKUs.

Automation features made it possible to schedule the campaign launch and rollback in advance. This gave PrettyLittleThing full control over when the updates would go live and revert, minimizing operational risk while maximizing promotional impact. With consistent, high-quality product data feeding into Google Shopping and other key channels, the campaign delivered strong results across all six markets.

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The Barbie campaign exceeded expectations, with PrettyLittleThing seeing significant uplifts Australia, 593% in Canada, 292% in the US, 205% in Ireland, and 125% in the UK.

Click-through rates followed suit in PrettyLittleThing's core markets, with France experiencing a 1,139% increase in shopper engagement, followed by 204% in the US and 50% in the UK. By targeting relevant SKUs and tailoring product data to trending demand, the brand was able to rise to the top of key surfaces like Google Shopping.

By leveraging Athos Commerce's Intelligent Reach solutions, PrettyLittleThing maximized the campaign's visibility during a high-interest cultural moment. With streamlined execution across multiple geographies and built-in performance tracking, PrettyLittleThing was able to act fast, stay agile, and win big.

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Industry

Platform

Google Shopping

Solutions

Experiments

Product Feed (Data Management)

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